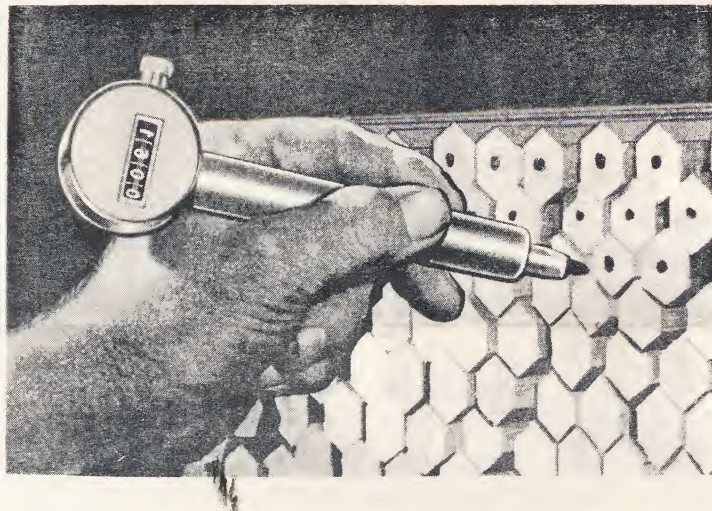


# CUT COUNTING COSTS IN HALF

w i t h a



## HOW IT WORKS

You hold it like a pencil – as in the picture above. You put the tip against what you want to count – just like putting a pencil point down to write. Then you press lightly. It only takes a 1# push. You release the pressure and the counter clicks once. That's all there is to it.

As you move to the next item to be counted, you will note a little dot of ink on the item just counted. It shows what's been counted. You've counted and identified in one easy motion!

At first you'll MARK\*COUNT slowly to get the feel of it. But not for long. Within minutes you'll be whizzing along – counting faster than you ever dreamed possible, and more accurately, too.

The MARK\*COUNTER marks as easily as a pencil. Counts as fast as an adding machine. And it does both jobs' in half the time it'll take you any other way.

## MARK\*COUNTER

SAVE \$1,000 A YEAR, if you do just four hours of hand counting a day now. How? Well, hand counting is slow and inaccurate. MARK\*COUNTING is fast and accurate.

With MARK\*COUNTERS you can cut this hand counting time in half – and the saving is:

$$2 \text{ hours/day} \times 250 \text{ days/year} \times \$2.00/\text{hour} =$$

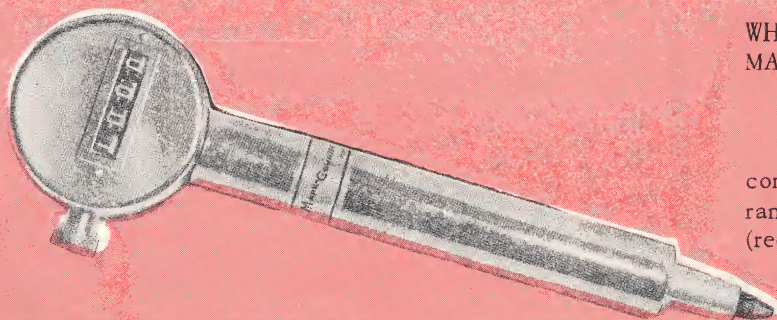
\$1,000 per year. If you count more than that each day, you can save more per year. How many hours do your people hand count now in –

- \* Stores ?
- \* Receiving ?
- \* Shipping ?

The labor saving potential is tremendous. You should abandon primitive hand counting methods and count the fast, accurate, modern MARK\*COUNTER way.

USE A MARK\*COUNTER FOR JUST 10 HOURS, and you'll pay for it. After that first 10 hours of use it's money in the bank with each MARK\*COUNT.

For YOU this time saved is time available for other work. Every counting hour saved is an hour that can be used productively. Also the improved counting accuracy leads to more reliable inventory records, receiving reports and shipping documents.



WHY TEN HOURS? Because you can get a MARK\*COUNTER Assembly for only –

\$ 19.50 each

complete with instructions and a full year's warranty. The Assembly includes one felt tip pen (red ink unless you specify another color).



# COUNT THE MODERN MARK★COUNTER WAY

COLOR CODING SELECTION can be had by purchasing the MARK★COUNTER Kit. Each Kit includes the Assembly *plus* five different color pens. You can use the different colors to isolate quickly any slow-moving or obsolete materials. You can tell at a glance what items have been through more than one inventory or are on separate orders.

The MARK★COUNTER Kit is packaged in an attractive plastic case, complete with instructions and a full year's warranty for only — \$29.50 each.

STURDY, LIGHTWEIGHT . . . each MARK★COUNTER is made of highest quality materials. Designed for easy handling. Includes a re-set knob on the counter. Assures many years of profitable service.

DISPOSABLE PENS make the MARK★COUNTER easier to use. There are no messy inks to change. With the removal of one fastener, pens are replaced in seconds. Each pen holds a large supply of ink, valve actuated under your control. There are seven distinctive colors available: red, black, green, blue, brown, yellow and white. The replacement pens are priced at \$1.90 each or \$9.50/5.

TO COUNT WITHOUT LEAVING A MARK you use a Stylus Marker. The Stylus Marker is an aluminum pen body with a steel tip attached. It leaves a small pin prick instead of an ink dot.

The Stylus Marker marks and counts without leaving a readily legible mark. It's used for counting finished stock and construction details on blueprints.

## PRICE LIST

|                            |               |
|----------------------------|---------------|
| MARK★COUNTER ASSEMBLY      |               |
| with 1 pen                 | \$ 19.50 each |
| MARK★COUNTER ASSEMBLY      |               |
| with 1 Stylus Marker       | 21.50         |
| MARK★COUNTER Kit, complete | 29.50         |
| Replacement Pens           | 1.90          |
| Stylus Marker              | 4.00          |
| Base (to hold Assembly)    | 9.50          |

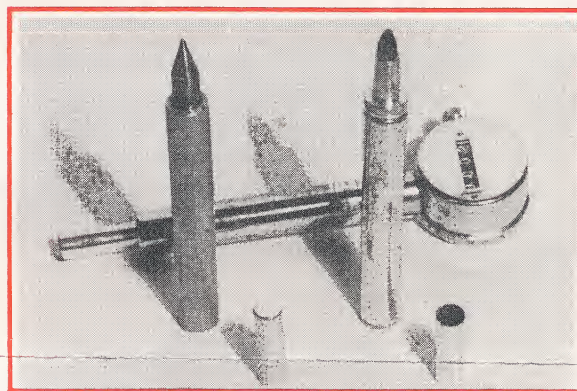
"We find that the MARK★COUNTER has saved us a considerable amount of money in our finished stock department on orders which we fill to our customers."

Mr. C. P. Wolf, Asst. Purchasing Agent  
AMITY LEATHER PRODUCTS COMPANY



"The MARK★COUNTER makes the most difficult and time-consuming inventory a routine job. The various colors of ink take the question out of monthly counts and give you the answer on the spot. This has been a very helpful investment."

Mr. Paul L. Doyle, Stores Supervisor  
ILLINOIS POWER COMPANY



"We have found your MARK★COUNTER to be a tremendous help in taking of inventory and for identification purposes in our supply and fabrication shops."

Mr. Donald L. French  
STRUCTURAL METALS, INC.

**ORDER YOUR  
MARK★COUNTERS  
TODAY**

**VanDeMark Inc.**

P.O. Box 20798 DALLAS, TEXAS  
TEL. 214 - FL2-7373 75220





## a specific way

from Robert L. VanDeMark

TO AUTOMATE YOUR COUNTING  
OF MATERIALS FOR ONLY \$19.50

Traditional methods of counting materials are time-consuming, costly and inaccurate. You count, literally, by hand. You (or the person doing the counting) point at each item with your finger, while keeping track of the count in your head. This is quite primitive.

Ask yourself: Would you add column upon column of figures without an adding machine? Or would you figure the length of anything without a ruler or a tape measure? Of course not.

Then why count materials the primitive way? The modern counting instrument is the MARK\*COUNTER.

The MARK\*COUNTER will cut your counting time in half. It will keep track of the count for you...identify the items counted...make your counts more accurate. And it will do all of this quite simply and at low cost.

Counting time is costly time. You must count stock upon receiving, in stores, before shipping, and during order processing. Obviously, these necessary counts add up to many hours -- and many dollars.

### HERE IS HOW THE MARK\*COUNTER AUTOMATES YOUR COUNTING:

Counts -- This unique combination of marker and automatic counter can count to 9,999. A sturdy counter holds the total, which is especially helpful when interrupted while counting.

Identifies -- A felt-tip, valve-actuated pen leaves a small dot of ink on each item counted, as a record. Holds your place when interrupted. Seven colors available, each pen good for about 25,000 marks.

Easy to Use -- Just point the MARK\*COUNTER at the item to be counted and push lightly. One easy motion does the job: With the pressure the marker marks and the counter automatically adds one. Lightweight and fatigue proof for long counts.

Low in Cost -- A MARK\*COUNTER Assembly, including one felt tip pen, costs only \$19.50. With labor costing \$2 to \$3 an hour, you'll get the cost back the first month.

The MARK\*COUNTER is designed to do your counting job. It counts anything, anywhere -- bar stock, lumber, forgings, bolts of cloth, boxes, ceramics, paper. MARK\*COUNTERS are used in shops, and warehouse, in offices and clubs.

The MARK\*COUNTER can help you automate your counting -- at low cost. Order your Kit now. We ship the day your order is received, on a "satisfaction guaranteed" basis. There's also a one-year warranty.

So don't put it off...ORDER NOW!

VanDeMark Inc.  
P.O. BOX 20798  
DALLAS, TEXAS 75220

# ORDER AND INFORMATION FORM

8-65

Yes, please send us . .

Rush Me Full  
Information  
At No Charge

| Quantity | Item                                                                                                                     | Price      |       |
|----------|--------------------------------------------------------------------------------------------------------------------------|------------|-------|
| _____    | <b>"INVENTORY CONTROL TECHNIQUES" Book — REVISED</b><br>Sound methods, tested in a variety of companies                  | \$ 5.75    | _____ |
| _____    | <b>"PRODUCTION CONTROL TECHNIQUES" Book</b><br>Easy to install and use, insure "on-time" shipments                       | \$ 5.75    | _____ |
| _____    | <b>"PRODUCTION &amp; INVENTORY CONTROL CASE STUDIES" Book</b><br>Discusses problems like yours, and how they were solved | \$ 5.00    | _____ |
| _____    | <b>MARK*COUNTER Assembly</b><br>Cuts counting time in half while insuring accuracy                                       | \$ 19.50   | _____ |
| _____    | <b>Complete MARK*COUNTER Kit</b>                                                                                         | \$ 29.50   | _____ |
| _____    | <b>Replacement Pens (color: _____) Five for</b>                                                                          | \$ 9.50    | _____ |
| _____    | <b>Metal Stylus Marker</b>                                                                                               | \$ 4.00    | _____ |
| _____    | <b>Felt Tips for Pens</b>                                                                                                | \$ .18     | _____ |
| _____    | <b>ECONOMIC ORDER QUANTITY CALCULATOR</b><br>Establishes best EOQ quickly and accurately, reduces set-up costs           | \$ 9.00    | _____ |
| _____    | <b>PURCHASING QUANTITY DISCOUNT CALCULATOR</b><br>Isolates profitable discounts, tells right quantity to buy             | \$ 9.00    | _____ |
| _____    | <b>IMPROVED ORDER POINT CALCULATOR</b><br>Answers the question, when to order?, quickly                                  | \$ 9.00    | _____ |
| _____    | <b>REVISED MACHINE LOAD CALCULATOR</b><br>Easily translates shop orders into manpower needs                              | \$ 9.00    | _____ |
| _____    | <b>ROL-A-CHART, Regular — Magnetic</b><br>The proven, easy-to-use visual planning board                                  | \$ 72.50   | _____ |
| _____    | <b>Rol-a-chart, Regular — Non-Magnetic (Mark II)</b>                                                                     | \$ 67.50   | _____ |
| _____    | <b>Rol-a-chart "100", Magnetic</b>                                                                                       | \$ 99.50   | _____ |
| _____    | <b>Rol-a-chart "King", regular — Magnetic</b>                                                                            | \$194.50   | _____ |
| _____    | <b>Rol-a-chart "King — 100", Magnetic</b>                                                                                | \$249.50   | _____ |
| _____    | <b>Accessories</b>                                                                                                       |            | _____ |
| _____    | <b>BIN RESERVE TAGS (color: _____) (\$2.50/100)</b><br>Low cost inventory control for low-value items                    | \$ 22.00/M | _____ |
| _____    | <b>Mark-Line USAGE CONTROL KIT</b><br>For better determination of future usage — the key to inventory control            | \$ 9.80    | _____ |
| _____    | <b>Mark-Line RECORDER KIT</b><br>Visual perpetual records for more control, faster posting                               | \$ 24.80   | _____ |

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